The AANA is pleased to announce the launch of the Practice Management Initiative, which is dedicated to developing much-needed business of anesthesia and pain management resources and making them available in one convenient location on the AANA website. This initiative coordinates the activities of several AANA divisions and builds on the experience and strengths of each division to provide abundant resources and service for AANA members. The work of this initiative has only begun. The AANA is working hard to continue the momentum of this initiative and bring new, robust resources to all of its members.

Website
AANA members are encouraged to visit the Practice Management website at www.aana.com/PracticeManagement. This webpage coordinates valuable references from several AANA divisions. Members will find links to articles, resources, or webinars related to the business of anesthesia, employment, quality and reimbursement, pain management, state resources, practice resources, and more!

Many of the resources are member benefits, thus requiring a website log in. Information and resources are also publicly available to other colleagues and facility administrators to address facility needs, promote CRNA practice, and demonstrate the value of CRNA services.

Growing and Evolving
As this initiative kicks off, several new member-only resources are available. These resources include contract consideration checklists, a sample anesthesia services agreement, a starting-your-own-business checklist, comparison of business entities, as well as other business-related documents.

More resources will be produced and made available as this initiative continues to grow. The initiative will create resources that may benefit CRNAs looking to start their own business, chief CRNAs running an anesthesia department, CRNAs looking for practice management resources, and student registered nurse anesthetists seeking resources for their future career goals. New content to be created through this initiative includes template policies, procedures, forms, bylaws, and contracts as well as vendor relationships to bring products or services to AANA members through the Member Advantage Program.

This Month’s President’s Message includes an important call to action.

President’s Message

Many employed CRNAs give little thought to the malpractice insurance provided by their employer. This month’s column delves into potential problems that may result if they are involved in a claim.

Business of Anesthesia

Medicare published several major rules last fall. Read how they will affect coverage of CRNA services in this issue.

Federal Government Affairs

Read about resources for CRNAs who practice obstetric analgesia and anesthesia from the Council on Patient Safety in Women’s Health Care.

Practice Matters

January 2016 • Volume 70, No. 1
Marketing to Anesthesia Providers?

Certified Registered Nurse Anesthetists (CRNAs) have a strong influence on purchasing decisions regarding anesthesia equipment and supplies. CRNAs are highly valued in today’s healthcare environment because they deliver the same safe, high-quality anesthesia care as their physician counterparts but at a lower cost, helping to control rising healthcare costs. CRNAs are trained to administer every type of anesthesia to all types of patients in any healthcare setting where anesthesia is delivered.

CRNAs administer more than 43M ANESTHETICS each year in the US

CRNAs have PRESCRIBING AUTHORITY IN 29 STATES

<table>
<thead>
<tr>
<th>CRNAs have prescribing authority in 29 states</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
</tr>
<tr>
<td>Arkansas</td>
</tr>
<tr>
<td>Colorado</td>
</tr>
<tr>
<td>Connecticut</td>
</tr>
<tr>
<td>Delaware</td>
</tr>
<tr>
<td>District of Columbia</td>
</tr>
<tr>
<td>Florida</td>
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<tr>
<td>Hawaii</td>
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<tr>
<td>Idaho</td>
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<td>Washington</td>
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<tr>
<td>West Virginia</td>
</tr>
<tr>
<td>Wisconsin</td>
</tr>
<tr>
<td>Wyoming</td>
</tr>
</tbody>
</table>

66% of CRNAs make purchasing decisions for products and services between $100,000 - 5M

66% of active CRNAs have prescribing authority in 29 states. In some states, CRNAs are the sole provider in 100% of rural hospitals.

MILLIONS OF AMERICANS RELY ON CRNAs for their anesthesia care, especially maternity/obstetrics, military, elderly and those in rural areas.

AANA represents more than 50,000 CRNAs and student registered nurse anesthetists.

LEARN MORE ABOUT THE CRNA and the future of anesthesia care, visit: www.future-of-anesthesia-care-today.com

www.aana.com
Advertise in AANA's Official Marketing Opportunities

Anesthesia E-ssential
The official email newsletter

Anesthesia E-ssential, the AANA’s twice monthly electronic newsletter, offers AANA members succinct, timely news about the AANA, nurse anesthesia practice, federal and state government affairs, the AANA Foundation and more. Each issue includes Healthcare Headlines, a compendium of abstracts of articles and research papers on topics of interest to nurse anesthetists.

The Anesthesia E-ssential is distributed on the 15th and 30th of each month. Closing dates and materials are due two weeks prior to the issue date. Note: There are no September 15 or December 29 issues.

AANA.com is one of the first places that CRNAs go to search for information regarding their profession. AANA’s homepage is the gateway for members to find up-to-date information on meetings, education, resources, advocacy, membership news and AANA Journal information.

AANA.com generates more than 66,510 page views on average each month. When you place your 300 x 250 px banner ad on the home page it will give your company an edge. Up to a total of five banner ads will be featured per month, giving each advertiser 20% share of the voice (SOV) with approximately 13,300 impressions per month.

### Anesthesia E-ssential

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Leaderboard Ad (w x h)</th>
<th>Skyscraper Ad (w x h)</th>
<th>Vertical Ad (w x h)</th>
<th>Savings per email</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,135</td>
<td>$2,895</td>
<td>$1,440</td>
<td>—</td>
</tr>
<tr>
<td>3x</td>
<td>2,950</td>
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<td>6x</td>
<td>2,065</td>
<td>1,440</td>
<td>720</td>
<td>50%</td>
</tr>
<tr>
<td>12x</td>
<td>1,470</td>
<td>1,010</td>
<td>525</td>
<td>65%</td>
</tr>
<tr>
<td>24x</td>
<td>1,175</td>
<td>875</td>
<td>430</td>
<td>70%</td>
</tr>
</tbody>
</table>

Net rates, non-commissionable.
File type: JPG or GIF, max file size 60K.

### AANA.com

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>$1,800</td>
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<tr>
<td>3 months</td>
<td>$1,435</td>
</tr>
<tr>
<td>6 months</td>
<td>$1,150</td>
</tr>
<tr>
<td>12 months</td>
<td>$925</td>
</tr>
</tbody>
</table>

Net rates, non-commissionable.

### Home Page Banner Ad

Net rates, non-commissionable. Impressions not guaranteed.

Banner Ad: 300 x 250 pixels, JPG or GIF, max file size 40K.

### ROS Skyscraper 160x600 px

Get maximum visibility with a Run-of-Site Skyscraper. Your ad is placed next to valued content throughout the site.

Impressions are guaranteed! Scalable to fit any budget!

NEW!*Member Log-in Rectangle 300x250 px

Your advertising message on one of the highest visited pages by members of AANA

Rate: 580/CPM
Specs: 160 x 600 px, 300 x 250 px
JPG or GIF, max file size 40K
Net rates, non-commissionable.
Features:

- Practical, peer-reviewed clinical information delivered to more than 50,000 CRNAs and student registered nurse anesthetists.
- Attracts readers in every area of anesthesia, including delivery, research and education.

**HERE’S WHAT READERS HAD TO SAY:**

- Contains information relevant to patient care: 81% good/excellent
- Keeps me abreast of important developments in my specialty: 75% good/excellent
- AANA Journal’s exposure reaches beyond its circulation: 36% of respondents discussed and/or passed along the AANA Journal to others


**PRODUCT ADVERTISING RATES**

1. **2017 Display Rates:** Advertising rates effective February 2017 issue.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
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<tr>
<td>1x</td>
<td>$4,510</td>
<td>$3,530</td>
<td>$2,555</td>
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<td>3x</td>
<td>4,440</td>
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<td>2,480</td>
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<tr>
<td>6x</td>
<td>4,390</td>
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<td>12x</td>
<td>4,225</td>
<td>3,315</td>
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<td>24x</td>
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<td>3,030</td>
<td>2,080</td>
</tr>
<tr>
<td>36x</td>
<td>3,875</td>
<td>2,925</td>
<td>1,970</td>
</tr>
<tr>
<td>48x</td>
<td>3,760</td>
<td>2,845</td>
<td>1,895</td>
</tr>
<tr>
<td>60x</td>
<td>3,670</td>
<td>2,750</td>
<td>1,860</td>
</tr>
</tbody>
</table>

Rate Adjustments: All rate adjustments will be made after advertiser’s fiscal year has been completed.

2. **Color Rates:** Standard color rates effective February 2017 issue:

Charge per color per page or fraction

- Standard color: $965
- Matched color: $1,225
- Metallic color: $1,430
- Four color: $2,335
- Four color + PMS: $3,545
- Four color + metallic: $3,750

3. **Cover tips and Bellybands Now Available!**

- **Standard Cover tip**
  - Trim size: 8 1/8” x 5 11/16”
  - Bleed size: 8 1/16” x 5 3/16”
  - $16,900 net

- **Standard Bellyband**
  - Trim size: 17 1/4” x 5 1/2”
  - Bleed size: 17 1/8” x 5 1/4”
  - $33,700 net

**CLOSING DATES**

4. **2017 Schedule:**

<table>
<thead>
<tr>
<th>Issue date</th>
<th>Ad closing</th>
<th>Material due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>12/27/16</td>
<td>1/4/17</td>
</tr>
<tr>
<td>April Annual Ad Test issue</td>
<td>2/24/17</td>
<td>3/3/17</td>
</tr>
<tr>
<td>June</td>
<td>4/26/17</td>
<td>5/3/17</td>
</tr>
<tr>
<td>August Annual Congress issue</td>
<td>6/27/17</td>
<td>7/5/17</td>
</tr>
<tr>
<td>October</td>
<td>8/25/17</td>
<td>9/1/17</td>
</tr>
<tr>
<td>December</td>
<td>10/23/17</td>
<td>10/30/17</td>
</tr>
</tbody>
</table>

**GENERAL INFORMATION**

5. **Issuance:**
   a) **Frequency:** 6 times a year: February, April, June, August, October and December.
   b) **Issue Date:** Second week of publication month

6. **Established:** 1933

7. **Subscription Data:**
   a) **Single Copy Rate:** $45 per single copy
8. Editorial Statement: The AANA Journal is the official peer-reviewed scholarly journal of the American Association of Nurse Anesthetists. More than 90% of all active Certified Registered Nurse Anesthetists receive the Journal, which provides a forum for this vital and long-established specialty in healthcare. Original manuscripts foster the understanding of the science of anesthesia delivery and investigate issues, ideas, and innovations that advance the practice of nurse anesthesia. Authors submit original research, case reports, surveys/review articles, letters to the editor, book reviews and columns such as Education News. Each issue carries an ongoing continuing education series, the AANA Journal Course. CRNAs receive 1 credit for the completion of each article and the corresponding questions at AANAlearn.com.

9. Requirements for Advertising Acceptance:
   a) All advertising must be directed to CRNAs and is subject to approval by the AANA Journal Editorial Committee.
   b) AANA Journal, being a specialized publication, cannot guarantee more than one page separation of competitive products or equipment.

10. Preferred Positions (Color additional):
   a) Second: 25% premium
   b) Third: 15% premium
   c) Fourth: 50% premium
   d) Facing Masthead: 15% premium
   e) Facing Table of Contents: 15% premium
   f) Facing First Text: 15% premium

11. Earned Rates: Space purchased by a parent company and its subsidiary is combined for accounting of earned rate.

12. Inserts and Business Reply Cards (Call representative for quantity):
   a) Single leaf (2-page, printed front and back): 3 times black-and-white rate.
   b) Four-page (2 pages, both sides): 5 times black-and-white rate.
   c) Six-page: 7 times black-and-white rate.
   d) BRC with full page ad: $1,000 tip-in charge; non-commissionable.

13. Rate of Protection Policy: Rates subject to change without notice. 2017 rates will be in effect for all advertisers as of the February 2017 issue.

14. Publisher assumes no liability for error or omissions in key numbers, its reader service section and/or reader service number, or advertiser's index.

15. Publisher reserves the right to hold advertiser and/or its agency jointly and separately liable for such monies as are due and payable to the Publisher.

16. Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions of this rate card.

**DISCOUNT PROGRAMS AND VALUE-ADDED SERVICES**

18. Opportunities for Advertisers:
   a) Efficiency Discount Program:
      - Buy 4 ad units, receive 10% discount off each insertion
      - Buy 6 ad units, receive 13% discount off each insertion
      - Buy 10 ad units, receive 16% discount off each insertion
      - Buy 12 ad units, receive 20% discount off each insertion
   b) Combination Rates: Advertisers may combine advertising space units run in the AANA NewsBulletin and AANA Journal to achieve maximum frequency.
   c) Ad Test Study: Advertise in the April issue of the AANA Journal and receive a free study of your advertisement's effectiveness, including how it performed compared to other ads in the same issue.
   d) AANA Annual Congress Distribution: Take advantage of the bonus distribution of the AANA Journal at the 2017 Annual Congress.

**CIRCULATION**

19. Total Circulation: 50,000+


21. Coverage and Market:
   a) Coverage: National
   b) Market Served: Certified Registered Nurse Anesthetists, nurse anesthesia educators, student registered nurse anesthetists, and other allied healthcare personnel.

**AANA JOURNAL MECHANICAL REQUIREMENTS**

22. Space Unit:

<table>
<thead>
<tr>
<th>Ad sizes</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (Bleed)</td>
<td>16½”</td>
<td>11½”</td>
</tr>
<tr>
<td>One Page (Bleed)</td>
<td>8½”</td>
<td>11½”</td>
</tr>
<tr>
<td>One Page (Non-bleed)</td>
<td>6¾”</td>
<td>9½”</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>3½”</td>
<td>9¾”</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>6½”</td>
<td>4½”</td>
</tr>
<tr>
<td>¼ Page (Vertical only)</td>
<td>3½”</td>
<td>4½”</td>
</tr>
</tbody>
</table>

Trim size of Journal: 8⅛” x 10⅝”

23. Bleed: Bleed area is 1/8” outside trim on all sides. Live area must be at least ¼” in from trim.

24. File Requirements:
   a) Format: PDF/X-1a preferred, high-res (300 dpi) print-ready file. All fonts must be converted to outlines; include crop marks and all bleeds. Ad files must be sized at 100%. The transparent elements contained in your file must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.
   b) Colors:
      - CMYK is the only accepted mode for 4C ads. No RGB images or colors.
      - Spot Colors must be converted to CMYK values unless paying extra for a PMS (matched) color. PMS color must be indicated for any ad intended to print with spot color.
      - Black and white ads must be supplied in grayscale mode. Any logos and images must also be converted to grayscale when exporting to a PDF.
   c) Color Proofs: One proof made from supplied file and meeting SWOP specifications must be provided with data file to ensure color match on press. Color laser printouts are not acceptable.

25. Disposition of Materials: Ad materials will be held for one year from date of last insertion and then destroyed.

26. Paper Stock:
   a) Inside pages: 45-lb gloss
   b) Covers: 80-lb gloss

27. Type of Binding: Perfect bound

28. Halftone Screen:
   a) Covers: 150 line preferred, not less than 133
   b) Inside: 150 line preferred, not less than 133 (except for special effects)
   c) Four-color Screen: 150 line preferred, not less than 133

29. Inserts and BRCs:
   a) Inserts:
      - Single leaf untrimmed: Minimum 5” w x 11½” h; Maximum 8½” w x 11⅝” h
      - Folded 2-page spread (untrimmed): Minimum 5” w x 11⅝” h; Maximum 8½” w x 11⅝” h
      - AANA Journal final trim size: 8⅛” x 10⅝”
      - Maximum paper weight: 100#, 70#, or 80# preferred
      - Quantity: Varies by issue. Please call for quantities plus 5% waste.
   b) BRCs:
      - Minimum Size: 7” x 5½” (untrimmed); allow ¼” trim at head
      - Binding: 7” dimension required on bind-in edge
      - Paper stock: 7 pt. preferred
      - Quantity: Varies by issue. Please call for quantities plus 5% waste.
**Product Advertising Rates**

1. **2017 Display Rates:** Advertising rates effective January 2017 issue.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,770</td>
<td>$2,875</td>
<td>$1,985</td>
</tr>
<tr>
<td>3x</td>
<td>3,715</td>
<td>2,790</td>
<td>1,915</td>
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<tr>
<td>6x</td>
<td>3,660</td>
<td>2,745</td>
<td>1,865</td>
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<tr>
<td>12x</td>
<td>3,505</td>
<td>2,675</td>
<td>1,710</td>
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<td>18x</td>
<td>3,425</td>
<td>2,525</td>
<td>1,655</td>
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<tr>
<td>24x</td>
<td>3,315</td>
<td>2,410</td>
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<td>36x</td>
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<tr>
<td>48x</td>
<td>3,090</td>
<td>2,245</td>
<td>1,370</td>
</tr>
<tr>
<td>60x</td>
<td>3,000</td>
<td>2,155</td>
<td>1,340</td>
</tr>
</tbody>
</table>

**Color Rates:**

- Standard color: $880
- Matched color: $1,125
- Metallic color: $1,325
- Four color: $2,120
- Four color + PMS: $3,310
- Four color + Metallic: $3,510

**Preferred Positions (Color additional):**

- Cover 2: 25% premium
- Cover 3: 15% premium
- Cover 4: 50% premium
- Opposite President’s Message: 15% premium
- Center Spread: 20% premium

**Cover Tips Now Available!**

- Standard cover tip: $14,800 net
- Trim size: 8 1/2” x 5 1/2”
- Bleed size: 8 3/8” x 5 3/8”

**Discount Programs and Value-Added Services**

- **Efficiency Discount Program:**
  - Buy 4 ad units, receive 10% discount off each insertion
  - Buy 6 ad units, receive 13% discount off each insertion
  - Buy 10 ad units, receive 16% discount off each insertion
  - Buy 12 ad units, receive 20% discount off each insertion

- **Combination Rates:** Advertisers may combine advertising space units run in the AANA NewsBulletin and AANA Journal to achieve maximum frequency.

**Closing Dates**

<table>
<thead>
<tr>
<th>Issue date</th>
<th>Ad closing</th>
<th>Materials due</th>
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</thead>
<tbody>
<tr>
<td>Jan</td>
<td>11/10/16</td>
<td>11/21/16</td>
</tr>
<tr>
<td>Mar</td>
<td>1/12/17</td>
<td>1/24/17</td>
</tr>
<tr>
<td>May</td>
<td>3/16/17</td>
<td>3/28/17</td>
</tr>
<tr>
<td>July</td>
<td>5/11/17</td>
<td>5/23/17</td>
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<tr>
<td>Sept</td>
<td>7/13/17</td>
<td>7/25/17</td>
</tr>
<tr>
<td>Nov</td>
<td>9/14/17</td>
<td>9/26/17</td>
</tr>
</tbody>
</table>
CIRCULATION

7. Total Qualified Circulation: 50,000+
9. Coverage and Market:
   a) Coverage: National
   b) Market Served: Certified Registered Nurse Anesthetists, nurse anesthesia educators, and student registered nurse anesthetists.

AANA NEWSBULLETIN
MECHANICAL REQUIREMENTS

10. Space Unit:

<table>
<thead>
<tr>
<th>Ad sizes</th>
<th>Width</th>
<th>Height</th>
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</thead>
<tbody>
<tr>
<td>Spread (Bleed)</td>
<td>17¼&quot;</td>
<td>11¼&quot;</td>
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<tr>
<td>One Page (Bleed)</td>
<td>8¼&quot;</td>
<td>11¼&quot;</td>
</tr>
<tr>
<td>One Page (Non-bleed)</td>
<td>7¼&quot;</td>
<td>9¼&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>3¼&quot;</td>
<td>9¼&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>7¼&quot;</td>
<td>4¼&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical only)</td>
<td>3½&quot;</td>
<td>4¼&quot;</td>
</tr>
<tr>
<td>Trim size of NewsBulletin: 8½&quot; x 11&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11. Rate of Protection Policy: Rates subject to change without notice.
12. Bleed: Bleed area is 1/8” outside trim on all sides. Live area must be at least ¼” in from trim.
13. File Requirements:
   a) Format: PDF/X-1a preferred, high-res (300 dpi) print-ready file. All fonts must be converted to outlines; include crop marks and all bleeds. Ad files must be sized at 100%. The transparent elements contained in your file must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattenter Presets.

AANA JOURNAL AND NEWSBULLETIN

1. Forward all contracts and insertion orders to:
   Nicole Rutter, Product Sales
   AANA Journal or AANA NewsBulletin (month of issue)
   c/o SLACK Incorporated
   6900 Grove Road
   Thorofare, NJ 08086-9447
   nrutter@slackinc.com

2. Forward all printing (excluding inserts and BRCs) materials to:
   Ashley Seigfried, Product Sales
   AANA Journal or AANA NewsBulletin (month of issue)
   c/o SLACK Incorporated
   6900 Grove Road
   Thorofare, NJ 08086-9447
   aseigfried@slackinc.com
   856-848-1000, ext. 585

3. Preprinted insert shipping address (including BRCs):*
   For AANA Journal and AANA NewsBulletin:
   Tina Pringle
   Dartmouth Printing Company
   69 Lyme Road
   Hanover, NH 03755
   603-643-2220
   *Note: Do not send reproduction materials of any kind to this address.

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<td>• More than 50,000 influential Certified Registered Nurse Anesthetists (CRNAs) and student registered nurse anesthetists who are highly skilled, educated, hands-on providers, selecting and administering 43 million safe and effective anesthetics each year.</td>
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<td>• Relationship building with nurses, educators and patients</td>
<td>• Health educators, impressionable students</td>
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<td>• Improved outcome for patients</td>
<td>• Market saturation</td>
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<td>• Resource for personal and patient education</td>
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